

A MONSTER PRICE-WRECKING CLEARING SALE

79c
a yard for \$1.25

Best Quality Taffeta Silk, including Clifton Bond Taffeta; black and colors.

The Second Week -- Bargains That Startle! Grand January Clearance Reductions Even More Daring Than Last Week!

All women's eyes are centered upon the Great Auerbach Clearing Sale--old and young, rich and poor--all are after the tidal wave of Bargains.

We are fulfilling the promise we made at the start--that this sale will be the biggest bargain treat Salt Lake people ever had. Thousands of dollars' worth of Earth's best products have been sold for a song. Tens of thousands of people have responded to the extraordinary offers being made.

NOW FOR ANOTHER WEEK:

Hundreds of Items Have Been Further Reduced to Effect An Immediate Clearance of all Winter Goods

Now is your one best opportunity for saving. Now your dollars will do more than ever before. The selections are just as desirable as ever. The merchandise is all fresh and stylish--but all winter goods must go, and here are the extreme price-reductions that will make them go. If you haven't been here yet, come tomorrow, or even if you have, come again.

**Children's
Mittens
8c pair**

Black or colored
Wool Mittens, best
20c value, all sizes,
go at--

8c

**GOLF
GLOVES
25c pair**

Ladies' and Children's
sized, all colors of the best 50c
values, sell at--

25c

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

**Another
1000 yds
Apron
Gingham**

In this Slaughter
at, a yard--

4 1/2c

**All 22 1/2c
White India
Linen,**

All 22 1/2c checked
Nainsooks, all 22 1/2c
white striped Dimities
and Persian
Lawn, go in this
Sale at, a yard--

12c

SECOND WEEK OF THE MOST
STARTLING SACRIFICE SALE OF

Millinery

At the opening of this Sale the Hats began going so fast that it was evident more Hats would have to be procured or the Millinery Section would have to drop out of it. To say, "We have no more Hats" would certainly be a disappointment.

To meet the emergency we place our entire Wholesale Stock of Hats on sale this week at LESS THAN HALF PRICE.

SILKS and DRESS GOODS

FOR THE SECOND WEEK OF THE MONSTER PRICE-WRECKING CLEARING SALE.

We have gone further than to eliminate all semblance of profit. We have even sacrificed a large portion of the original cost of these fabrics. This means that you can now buy Silks and Dress Goods at less than they cost in open market. No other Silk and Dress Goods Bargains of equal importance can be found in Salt Lake.

20-inch Jap Silks, in black and colors, a yard . . . **22 1/2c**
18 to 27-inch plain and fancy Silks, suitable for Dresses, Waists, Drop Skirts, etc., values up to \$1.00 a yard, at, a yard . . . **39c**
38c YARD FOR \$2.25 VALUES.
New Plaids, Checks, Stripes and Persian Novelty Silks, values up to \$2.25 a yard, at, a yard . . . **98c**
\$1.35 BLACK TAFFETA FOR 93c A YD.
36-inch fine Swiss Taffeta, black only, value \$1.35 at, a yard . . . **93c**

**5000 Yards
DRESS PRINTS**
In all colors, go in this sale at, a yard . . . **5c**

**All 40c White
India Linons**
Go in this sale at, a yard--
22c
**The Best
27 1/2c White
English Long
Cloth**
Goes in this sale at, a yard--
16c

LADIES' UNION SUITS
BEST \$1.00 GRADE FOR 69c
Ladies' fine white Cashmere ribbed heavy fleeced Union Suits, all sizes, the best standard \$1.00 grade, Clearing Sale Price . . . **69c**

Notion Prices Wrecked
You buy them here this week at but a fraction of standard selling prices.
10c Pearl Buttons on sale at, a dozen . . . **3c**
35c Shell Back Combs, dozens of styles to choose from, go at . . . **19c**
2 dozen black Spring Hooks and Eyes sell for . . . **1c**
25c Dressing Combs go at, in this sale . . . **10c**
25c Hair Brushes, wire or bristle, go in this sale . . . **10c**
Warren Silk Featherbone, 15c quality, in this sale, a yard . . . **8c**
Steel Thimbles, . . . **1c**
Cute Pins in black, white or assorted, go in this Sale . . . **3c**
Cotton Tape, 4 widths, black or white, a piece . . . **1c**
Hook On Hose Supporters, all colors, best 5c grade, sale price . . . **15c**
Sanford's Black Ink, per bottle . . . **3c**
Children's Hose Supporters, all sizes, 15c grade, for . . . **8c**
Box of 100 assorted Hair Pins for . . . **3c**

SECOND WEEK OF THE MOST STUPENDOUS CLEARANCE SALE OF

Women's Ready-to-Wear Apparel

Down go prices again--even lower than before--one final squeeze to prices--one last heartless slash at the already annihilated resemblance of profits. It's the Greatest Money-Saving Carnival ever held in Salt Lake--an event fraught with the greatest interest any similar happening has ever elicited.

Suit Prices Cut Again
Suits that were formerly \$20.00 now marked . . . **\$8.75**
Suits that were formerly \$17.00 now marked . . . **\$8.19**
Suits that were formerly \$12.00 now marked . . . **\$6.75**
Imported Suits and Gowns at half price and less.

Coat Prices Cut Again
Coats that were formerly \$25.00 now marked . . . **\$12.95**
Coats that were formerly \$15.00 now marked . . . **\$8.55**
Coats that were formerly \$10.00 now marked . . . **\$4.95**
Coats that were formerly \$7.50 now marked . . . **\$3.95**

Skirt Prices Cut Again
Skirts that were formerly \$15.00 now marked . . . **\$8.60**
Skirts that were formerly \$12.00 now marked . . . **\$6.20**
Skirts that were formerly \$9.75 now marked . . . **\$4.75**
Skirts that were formerly \$6.00 now marked . . . **\$3.35**

Fur Prices Cut Again
Furs that were formerly \$15.00 now marked . . . **\$6.98**
Furs that were formerly \$10.00 now marked . . . **\$3.77**

Children's Coats Cut Again
Children's Coats that were formerly \$8.00 now marked . . . **\$4.19**
Children's Coats that were formerly \$6.00 now marked . . . **\$3.25**
Children's Coats that were formerly \$5.50 now marked . . . **\$2.69**
Children's Coats that were formerly \$5.50 now marked . . . **\$1.87**
Children's Coats that were formerly \$2.50 now marked . . . **\$1.23**

Petticoat Prices Cut Again
Silk Petticoats that were formerly \$7.50 now marked . . . **\$4.13**
Sateen Petticoats that were formerly \$2.00 now marked . . . **99c**
Nearsilk Petticoats that were formerly 90c now marked . . . **53c**

Kimona and Bath Robe Prices Cut Again
Long Kimonas that were formerly \$2.00 now marked . . . **99c**
Long Kimonas that were formerly \$1.50 now marked . . . **59c**
Short Kimonas that were formerly \$1.00 now marked . . . **41c**
Blanket Bathrobes that were formerly \$5.00 now marked . . . **\$2.87**
Eiderdown Bathrobes that were formerly \$6.15 now marked . . . **\$3.15**

NOW FOR ANOTHER WEEK OF CLEARANCE SALE BARGAINS IN FLANNELS

Such as you never saw before.

Last week our Flannel Sales were something enormous--doubling and trebling our sales of one year ago. It is our intention to make this week still greater in volume of Sale--hence these phenomenal bargains:

All 74c Outing Flannels, go in this Sale at, a yard . . . **4 1/2c**
All 10c Outing Flannels go in this Sale at, a yard . . . **7 1/2c**
All 12 1/2c Outing Flannels go in this Sale at, a yard . . . **8 3/4c**
All 13c Outing Flannels go in this Sale at, a yard . . . **10 1/2c**

WHITE SHAKER FLANNELS.
Worth 7c go at, a yard . . . **5c**
Worth 3c go at, a yard . . . **6 1/2c**
Worth 12 1/2c go at, a yard . . . **8 3/4c**
Worth 16 1/2c go at, a yard . . . **10 1/2c**
2 yards wide white Lining Flannel, value 75c, in this Sale, per yard . . . **55c**
All Silk Embroidered White Skirting Flannels go at less than the cost of plain Flannels.

9c Canton Flannels cut to, per yard . . . **5 3/4c**
12 1/2c Canton Flannels cut to, per yard . . . **9 1/2c**
15c Canton Flannels cut to, per yard . . . **11c**
17 1/2c Canton Flannels cut to, per yard . . . **13c**

The 25c White Wool Flannel goes, per yard . . . **14c**
The 45c White Wool Flannel goes, per yard . . . **29c**
The 65c White Wool Flannel goes, per yard . . . **39c**
The 75c White Wool Flannel goes, per yard . . . **44c**
The 85c White Wool Flannel goes, per yard . . . **55c**

Marvelously Low Sale Prices on Hosiery

For Ladies and Children.

Be prompt! the 2 weeks' Clearing Sale Bargains are even greater and better than last week's. Don't miss them.

Ladies' extra quality Cashmere Hose, with double soles and high spliced heels and toes, full regular made, best 75c grade, for the 2nd week of the great sale at, each . . . **43c**
Boys' heavy extra good quality Cashmere Wool Hose, 2 1/2, all sizes, the best wearing cool weather Stocking, cut from 50c . . . **35c**
Children's fleeced fast black Cotton Stockings, all sizes, good heavy 20c quality on sale at, each . . . **10c**
Ladies' fast black Worsted Stocking, a fine, durable quality, in all sizes, our best standard 35c grade, for . . . **25c**

Ladies' Outing Flannel Skirts

75c GRADES ON SALE AT 39c

Ladies' Short Skirts of best white or striped Outing Flannel, greatest 75c values, go for the final clearing at . . . **39c**

Utica Bleached Pillow Case
45 inches wide, regular 25c, in this Sale at, a yard--
16c

Children's Sleeping Garments
BEST 40c GRADE AT 23c
Children's natural gray Jersey ribbed fleeced Sleeping Garments, with feet, sizes for Children up to 6 years, the best 40c value, on sale at . . . **23c**

All Boys' Clothing Must Be Cleared in a Hurry

To make sure of doing it, we have forgotten cost and put on prices that will make quick selling a surety. Here's the most Radical Price-Cutting--Intense action:

\$2.50 to \$3.00 Boys' Suits and Overcoats will sell at . . . **\$1.48**
\$3.50 Boys' Suits and Overcoats will sell at . . . **\$1.84**
\$4.00 Boys' Suits and Overcoats will sell at . . . **\$1.95**
\$4.50 Boys' Suits and Overcoats will sell at . . . **\$2.33**
\$5.00 Boys' Suits and Overcoats will sell at . . . **\$2.79**
\$5.50 Boys' Suits and Overcoats will sell at . . . **\$3.45**
\$6.00 Boys' Suits and Overcoats will sell at . . . **\$3.98**
\$6.50 Boys' Suits and Overcoats will sell at . . . **\$4.79**
\$7.00 Boys' Suits and Overcoats will sell at . . . **\$5.48**

STUPENDOUS GENTS' FURNISHINGS CLEARANCE

More enthusiasm than ever when the prices become effective Monday.

25c Gents' Half Hose will go at . . . **12 1/2c**
35c Gents' Half Hose will go at . . . **19c**
50c Neckwear will go at . . . **\$1.00**
50c to 75c Men's Work Shirts all go at . . . **43c**
75c and \$1.00 Neckwear . . . **49c**
\$1.25 Gents' Dress Shirts and Flannel Work Shirts at . . . **69c**
\$1.50 Gents' Underwear, including Union Suits, at . . . **98c**
\$1.50 and \$1.75 Gents' Shirts and Flannel Work Shirts, at . . . **98c**
\$2.00 to \$2.50 Gents' Underwear will go at . . . **\$1.34**
Everything in the department at a cut price.

All Blankets, Comforts and Bed Spreads Priced to Move at Once

We are determined that every one shall go this week. Our very heavy Reductions testify to the earnestness of our purpose.

ALL BANKETS.
Worth 75c marked down to . . . **47c**
Worth \$1.00, marked down to . . . **59c**
Worth \$1.50, marked down to . . . **88c**
Worth \$1.75, marked down to . . . **98c**
Worth \$2.00, marked down to . . . **\$1.19**
Worth \$2.25, marked down to . . . **\$1.39**
Worth \$2.50, marked down to . . . **\$1.68**
Worth \$2.75, marked down to . . . **\$1.89**
Worth \$3.00, marked down to . . . **\$2.30**
Worth \$3.50, marked down to . . . **\$3.40**
Worth \$4.00, marked down to . . . **\$4.60**
Worth \$4.50, marked down to . . . **\$5.30**
Worth \$5.00, marked down to . . . **\$7.30**
Worth \$5.50, marked down to . . . **\$8.85**
Worth \$6.00, marked down to . . . **13.95**
Worth \$6.50, marked down to . . . **14.40**
Worth \$7.00, marked down to . . . **17.40**

ALL BED SPREADS.
Value \$1.00, go at, each . . . **66c**
Value \$1.50, go at, each . . . **98c**
Value \$1.75, go at, each . . . **\$1.16**
Value \$2.00, go at, each . . . **\$1.28**
Value \$2.50, go at, each . . . **\$1.68**
Value \$3.00, go at, each . . . **\$1.89**
Value \$4.00, go at, each . . . **\$2.30**
Value \$5.00, go at, each . . . **\$3.40**
Value \$6.00, go at, each . . . **\$4.20**
Value \$7.50, go at, each . . . **\$5.30**
ALL COMFORTERS.
Regular \$1.25 on sale at . . . **79c**
Regular \$1.50 on sale at . . . **88c**
Regular \$1.75 on sale at . . . **\$1.16**
Regular \$2.00 on sale at . . . **\$1.28**
Regular \$2.25 on sale at . . . **\$1.39**
Regular \$2.50 on sale at . . . **\$1.68**
Regular \$3.00 on sale at . . . **\$1.89**

Children's Dresses

Greater and Greater Are the Reductions.

SMALLER AND SMALLER THE SALE PRICES.

We want to make a clean sweep of all Children's Winter Dresses, these phenomenal price reductions making them the greatest sale bargains ever heard of. Shall and will make them go quickly this week.

1 LOT \$1.25 OUTING FLANNEL DRESSES, good durable qualities, sizes 12 to 14 only, go this week . . . **50c**

GIRLS' DRESSES, ODDS AND ENDS, just a few of a kind, sizes 6 to 14 years, a number of grades, all in one great sale lot, the clean-up sale price, each . . . **99c**

CHILDREN'S 75c DRESSES in sizes 2 to 6 years, a variety of neat, durable styles to choose from in this clean-up sale; they go at, each . . . **39c**

GIRL'S DRESSES, sizes 6 TO 14 YEARS, Peter Thompson and several other nobby styles, made of fine all wool suitings; all our \$5.00 Dresses go in this sale lot at, each . . . **\$3.75**

GIRL'S DRESSES, sizes 6 TO 14 YEARS, a variety of styles to choose from, the best \$3.25 and \$4 \$3.50 grades; all in this sale at . . . **\$1.85**

CHILDREN'S DRESSES, sizes 2 to 6 years, styles and qualities that sold up to \$3.75 and there are some of the prettiest styles to select from, to be closed out in this sale at . . . **\$1.85**



THE SECOND WEEK OF PRICE- WRECKING CLEARING SALE OF LINENS

Will be memorable on account of the excessive price reductions. Consult your own interest and you'll find it impossible to pass these.

All 8 1/2c Towels go at, each . . . **4 1/2c**
All 10c Towels go at, each . . . **7c**
All 12 1/2c Towels go at, each . . . **8c**
All 15c Towels go at, each . . . **9 1/2c**
All 20c Towels go at, each . . . **11c**
All 25c Towels go at, each . . . **16c**
All 30c Towels go at, each . . . **19c**
All 35c Towels go at, each . . . **23c**
All 40c Towels go at, each . . . **28c**
All 45c Towels go at, each . . . **33c**
All 50c Towels go at, each . . . **38c**
All 55c Towels go at, each . . . **43c**
All 60c Towels go at, each . . . **48c**
All 65c Towels go at, each . . . **53c**
All 70c Towels go at, each . . . **58c**
All 75c Towels go at, each . . . **63c**
All 80c Towels go at, each . . . **68c**
All 85c Towels go at, each . . . **73c**
All 90c Towels go at, each . . . **78c**
All 95c Towels go at, each . . . **83c**
All 1.00 Towels go at, each . . . **88c**
All 1.05 Towels go at, each . . . **93c**
All 1.10 Towels go at, each . . . **98c**
All 1.15 Towels go at, each . . . **1.03**
All 1.20 Towels go at, each . . . **1.08**
All 1.25 Towels go at, each . . . **1.13**
All 1.30 Towels go at, each . . . **1.18**
All 1.35 Towels go at, each . . . **1.23**
All 1.40 Towels go at, each . . . **1.28**
All 1.45 Towels go at, each . . . **1.33**
All 1.50 Towels go at, each . . . **1.38**
All 1.55 Towels go at, each . . . **1.43**
All 1.60 Towels go at, each . . . **1.48**
All 1.65 Towels go at, each . . . **1.53**
All 1.70 Towels go at, each . . . **1.58**
All 1.75 Towels go at, each . . . **1.63**
All 1.80 Towels go at, each . . . **1.68**
All 1.85 Towels go at, each . . . **1.73**
All 1.90 Towels go at, each . . . **1.78**
All 1.95 Towels go at, each . . . **1.83**
All 2.00 Towels go at, each . . . **1.88**
All 2.05 Towels go at, each . . . **1.93**
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